



City of Seattle

Office of the Mayor

City of Seattle

Jenny A. Durkan, Mayor

Executive Order 2017-14: Creating the Seattle Promise College Tuition Program

An Executive Order directing a coordinated interdepartmental effort to develop the “Seattle Promise College Tuition Program,” which will reduce and remove the financial barriers that keep some Seattle public high school graduates from attaining post-secondary education and career readiness training.

WHEREAS, according to a Georgetown University study, by 2020, 70% of all jobs in Washington State will require some post-secondary education (Carnevale, A.P., Smith, N. & Strohl, J. (2013). “Recovery: Job Growth and Education Requirements Through 2020” Georgetown University: Center on Education and the Workforce); and

WHEREAS, 50% of all people from high-income families earn a bachelor’s degree by the age of 25, but this figure is only 10% for people from low-income families (Seattle Education Summit Action Plan, 2017); and

WHEREAS, from 1994 to 2014, the cost of tuition and fees for public 2-year colleges has risen by nearly 60% and, on average, the long-term trend for college tuition has been rising about 6% above inflation (CNBC, BLS Delta Cost Project, 2015); and

WHEREAS, currently, only 31% of Washington high school students go on to earn a post-secondary credential (degree or certificate); and

WHEREAS, since 2008, the 13th Year Promise Scholarship Program for South Seattle College has seen approximately 500 graduates from Seattle Public Schools enroll through the program; and

WHEREAS, half of those students say they would not have enrolled if not for the existence of the 13th Year Promise Scholarship Program;

NOW, THEREFORE, I, Jenny A. Durkan, Mayor of Seattle, hereby order:

Section 1. Accelerating Access to Post-Secondary Opportunities for Graduates of Seattle Public High Schools through the Seattle Promise College Tuition Program

This Executive Order calls for the development of a framework for expanding access to post-secondary opportunities for eligible graduates of all Seattle Public High Schools. The goal of the Seattle Promise College Tuition Program is to provide the support necessary for all eligible graduates of Seattle Public Schools to attend up to two years (90 credits) of courses at partner public community and technical colleges. Program implementation will begin in the 2018-19 school year, beginning with current 13th Year Promise Scholarship Program students who will be eligible for an additional 45 credits of support.

The Seattle Promise College Tuition Program will be modeled on the 13th Year Promise Scholarship Program currently offered to 12th grade students at Cleveland, Chief Sealth, and Rainier Beach High Schools. Program participants receive college preparation and transition support in high school. Those who graduate and pursue a degree at South Seattle College receive tuition assistance for the 13th Year (45 credits) and other supports as needed. Staff are available in participating high schools and at South Seattle College to advise and provide services for program participants to help ensure success.

To help the next generation of Seattle residents achieve their full potential, the purpose of the Seattle Promise College Tuition Program will be to:

- Expand the current promise from one year of tuition to two years;
- Incorporate best practices of effective College Promise programs nationally;
- Grow the partnership that has formed with Seattle Public Schools and the Seattle Colleges, while also seeking to develop comparable relationships with other community and technical colleges in the immediate region and elsewhere in the state; and
- Leverage other public resources and private philanthropic funds to maximize the impact of the City's investment.

Section 2. Establishing the Interdepartmental Team and Program Development Deadlines

An interdepartmental team led by the Department of Education and Early Learning (DEEL), in partnership with the Office of Economic Development (OED), the City Budget Office (CBO), including the Innovation and Performance team, the Department of Neighborhoods (DON), and other departments as needed, shall be convened to develop a full framework and report with recommendations for my office to consider within the first 100 days of the administration. The team shall consult with relevant experts, educators, national organizations involved in College Promise Programs, leadership of Seattle Colleges and Seattle Public Schools, regional education leaders, students and parents, and the Washington State Board of Community and Technical Colleges in developing its recommendations.

By March 8, 2018, the Interdepartmental Team will:

1. Identify how existing resources and funding sources, including federal, state or regional funds, the Families and Education Levy and Seattle Preschool Program Levy renewal, the Seattle Public school local levy renewal, and philanthropic resources, can be deployed to maximize student access to the Promise Program.
2. Propose an Interagency process and timeline for comprehensive program development, which shall include:
 - A public and stakeholder engagement plan (including but not limited to: Seattle Public Schools students and families; the Seattle Colleges and other statewide community colleges and technical post-secondary education/training institutions; and labor and business groups);
 - A full policy and fiscal analysis for program parameters, including options for expansion and sustainability;
 - An implementation plan, including: private philanthropic funding model; administration, management and governance structure; and an approach for program evaluation and ongoing performance monitoring; and
 - Other identified policy and implementation considerations.

DEEL and CBO shall immediately consider the Seattle Promise College Tuition Program for inclusion in the proposal for the renewal of the Families and Education Levy and the Seattle Preschool Levy in 2018.

Inquiries regarding this Executive Order should be directed to Kylie Rolf of the Mayor's Office.

Dated this 29th day of November, 2017.

Jenny A. Durkan
Mayor, City of Seattle